

Sunday, 28 December 2025

Fourth Test spins biggest Test audience ever for Seven

- **Boxing Day Test reaches 6.3 million Australians**
- **Highest total TV audience ever for a Test on Seven**
- **Record cricket audience on 7plus Sport**

The highly anticipated fourth instalment of **The Ashes** Test series between Australia and England delivered a winning innings, recording the highest ever total TV and streaming audience for a Test on Seven and [7plus Sport](#).

The Boxing Day Test at the MCG bowled up an average national total TV audience of 1.52 million, up 16% on last year's Boxing Day Test. On 7plus Sport, a record 245,000 tuned in on average to each session, which was up 93% year-on-year. The Test reached 6.3 million across the two days.

Standout sessions included:

- **Day 1, Session 3** (Friday): Highest rated session ever on Seven and 7plus Sport. #1 program in all people, 25 to 54s, 16 to 39s and grocery shoppers. National reach 3.2 million, national audience 1.84 million – up 18% year-on-year. 302,000 tuned in on 7plus Sport, which was a record cricket streaming audience and up 114% on last year.
- **Day 2, Session 3** (Saturday): #1 program in all people, 25 to 54s, 16 to 39s and grocery shoppers. National reach 3.12 million, national audience 1.6 million – up 18% year-on-year. 251,000 tuned in on 7plus Sport – up 92%.
- **Day 2, Session 2** (Saturday): National reach 2.64 million, national audience 1.51 million – up 18% year-on-year. 247,000 tuned in on 7plus Sport – up 96%.
- **Day 1, Session 2** (Friday): National reach 2.63 million, national audience 1.59 million – up 2% year-on-year. 238,000 tuned in on 7plus Sport – up 71%.

Seven's coverage of **The Ashes** this summer is its highest rated Test series ever, reaching 12.6 million Australians so far. The four Tests have had an average total TV audience of 1.21 million nationally, up 22% year-on-year, while streaming on 7plus Sport is up 129%.

Seven Network Head of Cricket, Joel Starcevic, said: "An action-packed two days at the MCG delivered massive audiences on Seven and 7plus, as England claimed their first Test victory on Australian soil since the 2010-11 Ashes.

“Despite Australia already retaining the Ashes and the Test wrapping up far quicker than we would have liked, the record-breaking attendance figures and ratings once again proved cricket remains Australia’s number one summer sport.

“England’s breakthrough win made for unmissable viewing, with a buoyant Stuart Broad adding to the energy and insight across the two days as the contest unfolded at a relentless pace.

“After a whirlwind Test, attention now turns to Sydney for the final chapter of an epic Ashes series, as we celebrate the vital work of the McGrath Foundation throughout the Test and on Jane McGrath Day, from Sunday 4 January live and free on Seven and 7plus Sport,” he said.

The Boxing Day Test starred cricket’s #1 commentary team, which included world-leading expert, Ricky Ponting, unmatched insights from Stuart Broad, the expertise of Justin Langer, Damien Fleming, Greg Blewett, Trent Copeland and Simon Katich, and the brilliant Alison Mitchell, Tim Lane, Mel McLaughlin and James Brayshaw.

The cricket action continues tonight with the Sydney Thunder v Melbourne Stars BBL clash at Manuka Oval at 7.00pm AEDT live and free on Seven, 7mate and 7plus Sport.

The Ashes continues on 4 January, with the **Fifth Test**, headlined by Jane McGrath Day at the Sydney Cricket Ground live and free on Seven, 7mate and 7plus Sport. Coverage starts at 9.30am AEDT on all five days.

The Ashes ratings:

- **First Test:** reached 6.2 million Australians and had an average total TV audience of 1.15 million, up 57% on last year. An average of 186,000 people streamed each session on 7plus Sport, up 232% on last year.
- **Second Test:** reached 8.06 million Australians, with an average total TV audience of 1.21 million, up 6% on the First Test and 36% on last year. An average of 195,000 people streamed each session on 7plus Sport, up 180% year-on-year.
- **Third Test:** reached 7.64 million Australians and had an average total TV audience of 1.08 million, up 35 % on last year. An average of 182,000 people streamed each session on 7plus Sport, up 201 % on last year.
- **Fourth Test:** reached 6.3 million Australians and had an average total TV audience of 1.52 million, up 16% on last year. An average of 245,000 people streamed each session on 7plus Sport, up 93% on last year.

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About the Seven Network

The Seven Network is part of Seven West Media (ASX: SWM), one of Australia's most prominent media companies, with a market-leading presence across broadcast television, publishing and digital. The Seven Network alone reaches 17.5 million people a month.

The Seven Network is home to Australia's most loved news, sport and entertainment programming, including **7NEWS, 7NEWS Spotlight, Sunrise, The Morning Show, The Voice, Home and Away, Australian Idol, My Kitchen Rules, Farmer Wants A Wife, The Chase Australia, Better Homes and Gardens, The 1% Club, The Front Bar** and the **TV WEEK Logie Awards**.

The Seven Network is also the broadcast partner of the AFL, Cricket Australia, Supercars, the **2026 Rugby League World Cup** and the **Glasgow 2026 Commonwealth Games**.

Source: VOZ 5.0 National Total TV Average Audience, Total Reach, Overnight. Live Play only unless otherwise stated. Seven's biggest ever summer is the first four Tests of the Summer vs all previous Seven years. Data is preliminary and do not account for any over/underruns.